

## Viewing Activity – Documentary

**Task:** While viewing the documentary, consider and respond to the following questions.

### Before Viewing

Are you loyal to any brands? (Loyal = you purchase products only from this brand) If so which brands? Why are you loyal to these particular brands?

### During Viewing

Fill in the table below with regards to your viewing of the documentary

Brand	What do they sell?	Medium of Advertising	Target Audience

After watching this documentary and completing the readings in class, have you changed your opinion on “brand loyalty”? Why or Why not?